

# MCMAHON'S

1954  
Seed Annual

OUR 58th YEAR



OUR MODERN CLEANING AND TREATING PLANT



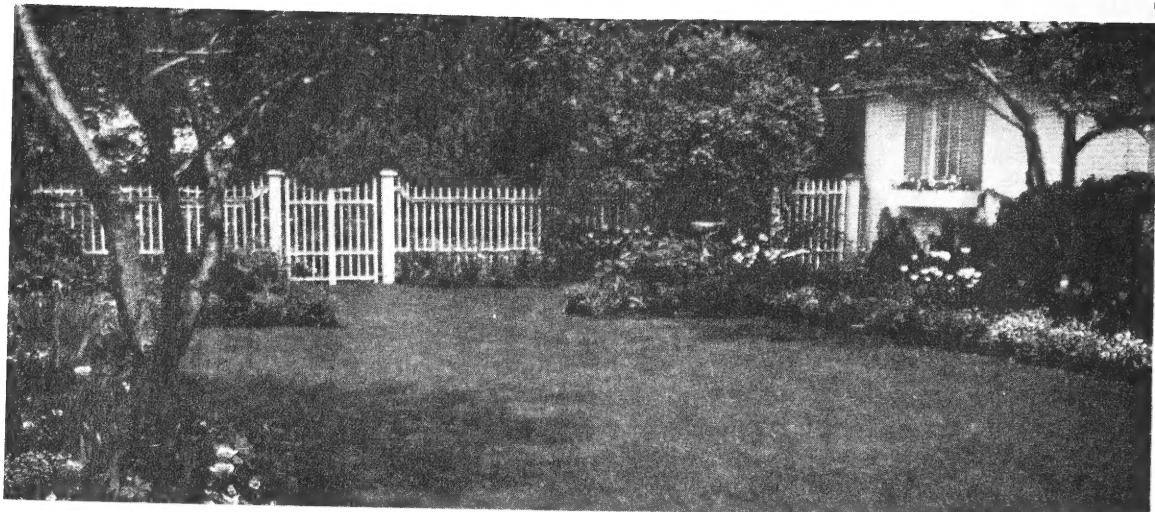
AGRICULTURE CHEMICALS

## MCMAHON COMPANY, INC.

Two Fine Stores To Serve You

RAPID CITY

STURGIS



REGISTERED BRANDS  
**LAWN GRASS**

Postage Prepaid

**TOP LAWN MIX**

A selected blend, of the finest quality seeds, that we have developed after years of experience. All of the grasses in it are fine bladed and deep rooting. There just isn't a better combination for this area.

Sow 5 lbs. per 1,000 sq. ft.

1 lb. \$1.47 5 lbs. \$7.10 10 lbs. \$13.90

**WESTERN LAWN SEED**

A blend made up of fine grades of Kentucky Blue Grass, Rye Grass, Red Top Grass, and White Dutch Clover that will give you good results.

1 lb. \$.98 5 lbs. \$4.65 10 lbs. \$9.00

**QUICK-GROW**

An economy blend of semi-permanent grasses, blended to produce a quick cover under a wide range of soil conditions.

1 lb. \$.78 5 lbs. \$3.65 10 lbs. \$7.00

**SHADY NOOK SEED**

A blend of shade enduring grasses that will produce excellent results in shaded areas.

1 lb. \$1.60 5 lbs. \$7.75 10 lbs. \$15.20

**WHITE DUTCH CLOVER**

A small, close growing, dwarf clover used extensively in making lawns. It is a rapid grower with spreading habits, and can be cut close to the ground without injury to the plant.

1 lb. \$.95 5 lbs. \$4.50 10 lbs. \$8.70

**RYE GRASS**

An excellent "nurse" grass where a quick growth is wanted. Not long lasting.

1 lb. \$.30 5 lbs. \$1.25 10 lbs. \$2.00

**CREEPING RED FESCUE**

This variety of Fescue is rapidly replacing Blue Grass in many areas. Its leaves are bright green, it creeps by underground stems and does not grow in tufts. Makes a beautiful lawn.

1 lb. \$.80 5 lbs. \$3.75 10 lbs. \$7.20

**NEW MERION BLUE GRASS**

Improved strain of Kentucky Blue Grass, that is resistant to leafspot, has lower growth habits, spreads rapidly.

Sow 1 to 2 lbs. per 1,000 sq. ft.

1 lb. \$4.75

**KENTUCKY BLUE GRASS**

Produces a velvety dark green lawn of close thick turf. Maintains its green color until late in fall. Roots are deep, and plants are very hardy.

1 lb. \$1.95 5 lbs. \$9.65 10 lbs. \$19.00

**HIGHLAND BENT GRASS**

It is fine leaved, bright green in color, and creeps both below and above the ground. The hardiest of all Bent grasses.

1 lb. \$1.35 5 lbs. \$6.50 10 lbs. \$12.75

**BUFFALO GRASS**

A low growing perennial grass that spreads by surface runners. For dryland lawns sow 1 lb. per 400 sq. ft. Treated for quick germination.

1 lb. \$1.45 5 lbs. \$7.00 10 lbs. \$13.70

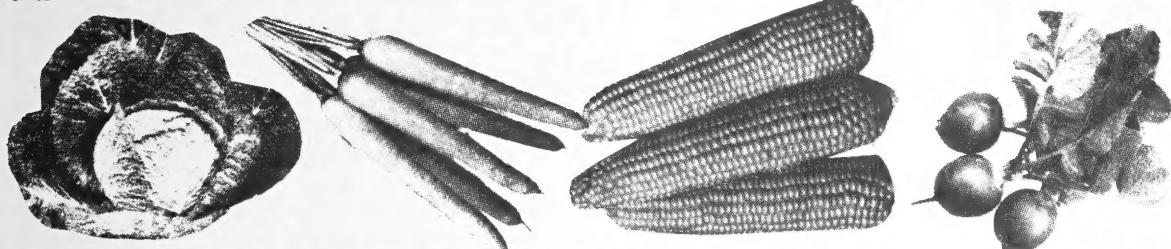
**FAIRWAY STRAIN, CRESTED WHEATGRASS**

A dryland grass that can be used in lawns, fairways, school yards, parks. Sow 1 lb. to 100 sq. ft.

1 lb. \$.40 5 lbs. \$1.75 10 lbs. \$3.50

Buy with confidence — Plant with confidence — REGISTERED BRANDS SEEDS

# REGISTERED BRANDS GARDEN SEEDS



Garden seeds are all quoted POSTAGE PAID, and shipments will be made the same day your order is received. All our garden seeds are selected and grown under climatic conditions suited to this climate and will give excellent results under average conditions.

All Garden Seeds available in 10¢ packets. Add 2% Sales Tax to all Garden Seed Orders.

BEANS				LETTUCE				HERBS			
	½-lb	1-lb	3-lb		Oz.	½-lb		Oz.	½-lb		Oz.
Improved Golden Wax	.30	.50	1.30	Blk Seeded Simpson	.30	.90	Dill	.20	.50		
Pencil Pod Blk. Wax	.30	.50	1.30	Prize Head	.30	.90					
Tendergreen	.30	.50	1.30	New York 515 (Head)	.35	1.00					
Burpees Stringless	.30	.50	1.30								
Kentucky Wonder	.30	.50	1.30								
Henderson Bush Lima	.30	.50	1.30								
Great Northern	.20	.30	.75								
BEETS				MUSKMELON				PUMPKINS			
	Oz.	½-lb	1-lb		Oz.	½-lb	1-lb	Oz.	¼-lb	1-lb	
Early Blood Turnip	.20	.60	1.75	Rockyford (green)	.30	.75	2.20	Connecticut Field	.15	.50	1.50
Crosby's Egyptian	.20	.60	1.75	Hales Best	.30	.75	2.20	Sugar Pie	.15	.50	1.50
Detroit Dark Red	.20	.60	1.75	Honey Rock	.30	.75	2.20				
Swiss Chard Silver	.20	.60	1.75	Hearts of Gold	.30	.75	2.20				
BRUSSELS SPROUTS				NASTURTIUMS				RADISHES			
	Pkg.	Oz.						Oz.	¼-lb	1-lb	
Dwarf Improved	.10	.30		Tall Mixed	.25	.70	2.00	Early Scarlet Globe	.20	.55	1.35
CABBAGE				Nasturtiums				French Breakfast	.20	.55	1.35
	Oz.	½-lb		Cuthbertson				Crinison Giant	.20	.55	1.35
Golden Acre	.35	.95		Sweet Peas	.30	.90	2.50	White Icicle	.20	.55	1.35
Copenhagen Market	.35	.95						Early Sc. Turnip	.20	.55	1.35
Ferry's Hollander	.35	.95						China Rose	.20	.55	1.35
Late Flat Dutch	.35	.95									
CARROTS				ONION SETS				RUTABAGAS			
	Oz.	½-lb	1-lb		1-lb	5-lb		Oz.	¼-lb	1-lb	
Chantenay	.30	.80	2.25	White Onion Sets	.40	1.50		Imp. Am. Pur. Top	.15	.35	.95
Danvers Half Long	.30	.80	2.25	Yellow Onion Sets	.40	1.50					
Ox Heart	.30	.80	2.25					SPINACH			
Nantes Coreless	.30	.80	2.25						Oz.	¼-lb	1-lb
CAULIFLOWER				ONIONS							
	Pkg.	Oz.			Oz.	½-lb					
Snowball	.20	1.90		So. Port White Globe	.60	1.80		SQUASH			
SWEET CORN				Yellow Globe	.50	1.50			Oz.	¼-lb	1-lb
	½-lb	1-lb	5-lb	Yellow Sweet Spanish	.50	1.50		Warty Hubbard	.20	.50	1.75
Golden Hummer	.25	.40	1.75					Table Queen	.20	.50	1.75
Golden Bantam	.20	.35	1.50					Yl. Sun Cr'kneck	.20	.50	1.75
Golden Sunshine	.25	.40	1.75	BERMUDA ONIONS				TOMATOES			
Tendergold Hybrid	.35	.55	2.50	1 Bunch	5 Bunches	10 Bunches			Oz.	½-oz.	Oz.
Golden Bantam Hybrid	.35	.55	2.50	.30	1.35	2.50		Ground Cherry	.50	.90	
Golden Rocket	.35	.55	2.50	PARSNIPS				John Baer	.30	.50	
CUCUMBERS					Oz.	½-lb		Earliana	.30	.50	
	Oz.	½-lb	1-lb					Marglobe	.30	.50	
Everbearing	.25	.75	2.25	Hollow Crown	.25	.65		Sioux	.40	.70	
Chicago Pickling	.25	.75	2.25	PEAS				Stokesdale Hybrid	.25	per pkg.	
Imp. Long Green	.25	.75	2.25					TURNIPS			
Early White Spine	.25	.75	2.25	American Wonder	.30	.45	1.10 <th></th> <th>Oz.</th> <th>¼-lb</th> <th>1-lb</th>		Oz.	¼-lb	1-lb
Straight Eight	.25	.75	2.25	Little Marvel	.30	.45	1.10 <td>Purple White Globe</td> <td>.15</td> <td>.40</td> <td>1.20</td>	Purple White Globe	.15	.40	1.20
				Everbearing	.30	.45	1.10 <td>White Egg</td> <td>.15</td> <td>.40</td> <td>1.00</td>	White Egg	.15	.40	1.00
				Laxtonian	.30	.45	1.10	WATERMELONS			
				Alaska	.25	.40	1.00		Oz.	¼-lb	1-lb
				Dwarf Telephone	.30	.45	1.10	Dixie Queen	.20	.50	1.50
				Dwarf Grey Sugar	.30	.45	1.10	Coles Early	.20	.50	1.50
PEPPERS					Oz.	½-lb		Kleckley's Sweet	.20	.50	1.50
				Bell or Bull Nose	.50	1.75		Early Kansas	.20	.50	1.50
								New Hampshire Midget	.30	.60	2.00
								Early Canada	.20	.50	1.50

A COMPLETE GUIDE FOR THE HOME GARDENER—Containing more real, down to earth information than any seed catalog you've ever read. Write or ask for yours now.

**Free THE Garden Book of the Year**

McMAHON COMPANY, INC., Rapid City, South Dakota

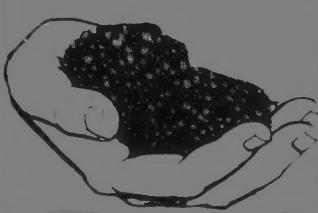
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# LAWN and GARDEN SUPPLIES

## Krilium\*

\* MONSANTO TRADE MARK

### soil conditioner



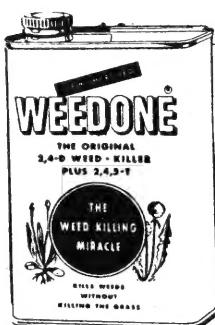
KRILIUM is a synthetic chemical which improves the structure of clay "problem" soils. This conditioner makes the soil stay loose, crumbly and easy to work. Exact application instructions included on each container.

Krilium Merloam - 2 oz. - .25 Krilium Loamaker (full strength for economic treatment of large areas) - 10 lbs. \$25.00  
1 lb. - \$1.39 5 lb. - \$4.95 25 lbs. \$58.75

### ACP SOIL CONDITIONER

ACP CHEMICAL SOIL CONDITIONER contains fertilizer, hormones, and essential mineral elements which help plants to grow in the conditioned soil. Can be used as a dust or spray.

½ lb. canister \$.80 2½ lb. canister \$2.80



### NEW IMPROVED WEEDONE

Kills over 100 weeds and woody plants without killing grass. No vapor injury to nearby susceptible plants. Harmless to people and pets. Ideal for lawn use.

WEEDONE SPRAYER - 59¢

8 oz. \$1.00 Qt. \$2.75 Gal. \$6.75



### CRABGRASS KILLER

Will kill crabgrass and mouse-ear chickweed without killing clover, blue grass, fescue and other deep rooted perennial grasses.

6½ oz. can \$1.00 26 oz. can \$3.00

### MICHIGAN PEAT PRICES

100 lb. bag -	\$4.79	½-Peck - .65
50 lb. bag -	\$2.69	<u>AFRICAN VIOLET SOIL</u>
25 lb. bag -	\$1.89	½-Peck - .65
Peck size bag -	\$1.00	<u>POTTING SOIL</u>
		½-Peck - .65

### "HIGH NITROGEN" MICHIGAN PEAT

now available in ½ peck and peck bags for African Violets & House plants.

Ask us about Michigan Peat for lawns, gardens, flowers, etc.

**TRIMTONE** - Now you can trim the edges of your lawn by simply spraying them with Trimtone! Slows down growth so successfully that it does not have to be cut for about 6 weeks. 1 oz. - \$1.00

**ROSETONE** a combination of hormones and vitamins specially prepared to make your rose bushes flourish.

1/2 oz. 25¢ 3 oz. \$1.00

**FRUITONE** for tomatoes produces earlier crop and more and bigger tomatoes. 2/5 oz. 25¢ 2 oz. \$1.00

**ROOTONE** for increased rooting of cuttings, seeds, and bulbs. Trial package 25¢ 2 oz. \$1.00

**TRANSPLANTONE** a hormone vitamin powder for stimulating roots in transplanting.

Trial Pkg. 25¢ 3 oz. \$1.00



# LAWN and GARDEN SUPPLIES

## FARM FERTILIZERS

The answer to a ready source of Nitrogen and Phosphorus or Phosphorus alone. Can be used on field crops, gardens, lawns.

12-24-0 - \$96.00 T      0-46-0 - \$85.00 T  
10-20-0 - \$85.65 T -- Prices FOB Rapid City

### VIGORO

Apply 3 pounds per 100 square feet for lawns; 4 pounds per hundred square feet of flowers, vegetables, etc.



100-lb. bag.....	\$5.60
50-lb. bag.....	2.90
25-lb. bag.....	1.85
10-lb. bag.....	.95
5-lb. bag.....	.53
1-lb. bag.....	.15

### VIGORO TABLETS

1 pkg.                    15¢



SPREADER                    \$9.95

### INSTANT VIGORO

The complete plant food in water soluble form for leaf and root feeding.

1/2 lb.    \$.80    1 lb.    \$1.25    3 lbs.    \$3.00

### HOZON SPRAYER

HOZON is an ideal tool for applying chemical fertilizers without an ordinary garden hose.    Each \$2.50

### FOLIUM

Water soluble concentrate - Liquid Fertilizer. Excellent for African Violets.

2 oz. pkg. \$.25  
1 lb. can \$1.25    5 lb. can \$4.50

Complete balanced plant food, builds sturdy plants. Soluble, will not burn.

1 oz. pkg. 10¢    7 oz. can 50¢  
3 oz. can 25¢    1 lb. can \$1.00



### HOTKAPS



Start your Garden Earlier  
this year—with HOTKAPS

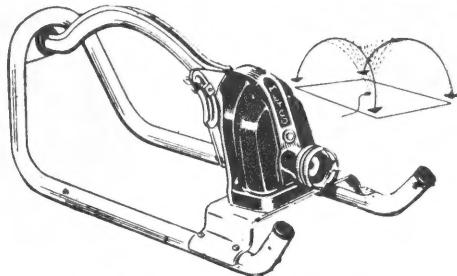
25 pkg.    \$.95  
100 pkg.    3.15  
250 pkg.    5.90

### ROWE'L-EZY

All purpose lawn and garden edger. \$4.95



Use these supplies for a PRODUCTIVE GARDEN and BEAUTIFUL LAWN



### METCO SPRINKLER

Metco's curtain of rain uniformly waters extra large rectangular plots with one or two settings without overlapping.

Model S	\$22.95
Model M	\$13.95
Model J	\$11.95

### THE NEW SPRINKLER

The new Andrews Sprinkler is a double, lightweight plastic tube which looks like a soaker but can cover an area up to 15 feet wide at average pressure. The spray is gentle as an April shower, so fine it will not harm the most delicate flowers. The tubes are perforated by a new invention with tiny round holes that do not weaken the plastic-like slits or cuts.

20 ft. - \$2.50    30 ft. - \$3.50    50 ft. - \$4.75

### THE BRADSON

Garden Hose Sprayer  
Kills MORE Garden Pests



For INSECTICIDES  
FUNGICIDES  
WEED KILLERS

Insect-O-Gun - \$5.95    Gro-Gun - \$2.95  
Gard-N-Gun - \$2.95

### ACP FRUIT TREE SPRAY

An insecticide-fungicide for the home orchard. Helps produce unblemished fruit. 12 oz. \$1.00



### ACP ROSE AND FLORAL DUST

Complete protection against disease, insects, and mites.  
Use as a dust or spray.

1 lb. canister                    \$1.49

### Endo Pest

EndoPest gives you three-way control over most garden pests with one easy-to-use product.

Applicator Gun	\$ .85
Refill (8 oz.)	.65
2-lbs.	1.79

# FIELD CROP SEEDS

All seeds are tested and tagged in compliance with State seed laws



NOTICE -- PRICES INCLUDE BAGS AND ARE SUBJECT TO MARKET CHANGES  
Ask for bulk prices. Bulk Grain Treated - 5¢ per bu. extra

## RUSHMORE WHEAT

A beardless variety developed at the South Dakota Experiment Station from the cross between Rival and Thatcher. It is rust resistant and less likely to shatter than Rival or Mida.

\$2.90 per bu. 20 bu. or more @ \$2.80

## MIDA WHEAT

Bearded, spring variety that is high-yielding with heavy test weight. Resistant to bunt, stem rust and most leaf rusts.

\$2.90 per bu. 20 bu. or more @ \$2.80

## LEE WHEAT

New, bearded, Spring wheat variety somewhat later than Rushmore. Rust resistant; a heavy producer.

\$3.30 per bu. 20 bu. or more @ \$3.20

## SPARTAN BARLEY

A two-rowed, smooth-awned, stiff strawed feed barley. It is very early with a high test weight and high protein.

\$2.05 per bu. 20 bu. or more @ \$1.95

## L or KINDRED BARLEY

A rough-awned, six-rowed, barley of high malting qualities.

\$2.05 per bu. 20 bu. or more @ \$1.95

## FEEBAR BARLEY

A new early maturing, strong straw, drought resistant, high-protein, feed type barley. A six-row barley.

\$2.05 per bu. 20 bu. or more @ \$1.95

## FALL RYE

\$1.50 per bu. 20 bu. or more @ \$1.40

## JAMES HULLESS OATS

It is a stiff-strawed, mid-early variety of hulless oats that is resistant to smut and stem rust. Makes excellent poultry feed.

\$2.25 per bu. 15 bu. or more @ \$2.15

## CHEROKEE OATS

A new variety that is somewhat earlier than Clinton oats. Its kernels have a reddish cast, otherwise resemble Clinton.

\$1.65 per bu. 15 bu. or more @ \$1.60

## CLINTON OATS

Resistant to stem and leaf rust. Resistant to blight and root-rot disease. Has a stiff straw, therefore, is a good oats for combining. A higher yielder, kernels are plump and more valuable for feeding.

\$1.50 per bu. 15 bu. or more @ \$1.45

## BRUNKER OATS

A very early red oat. This variety is adapted to the central and western areas of S. Dak. where early maturity is essential because of drought and grasshoppers.

\$1.50 per bu. 15 bu. or more @ \$1.45

## GOPHER OATS

An early white variety that is always a good yielder.

\$1.50 per bu. 15 bu. or more @ \$1.45

## SPELTZ

A dry land grain that withstands more drought, unfavorable soil, and weather conditions that most grains. It is a short-season, early-maturing crop.

\$2.00 per bu. 20 bu. or more @ \$1.90

TREAT ALL GRAIN WITH CERESAN M - See Page 12

Buy with confidence - Plant with confidence - REGISTERED BRANDS SEEDS

# R.B. GRASSES



## REGISTERED BRANDS PASTURE MIX

Registered Brands Pasture Mix is a selected blend of high quality grasses and legumes that will give maximum production in the terms of pounds of beef per acre. RB Pasture Mix consists of:

30% Brome Grass  
10% Western Wheatgrass  
10% Intermediate Wheatgrass  
10% Crested Wheatgrass

100 lbs. \$29.50

5% Slender Wheatgrass  
20% Rye Grass  
10% Sweet Clover  
5% Alfalfa

### BROME GRASS

A hardy, smooth, erect, drought resisting perennial grass that forms an excellent sod for pastures. Resistant to extreme cold and heat. Brome begins growth in early spring, grows throughout the summer, and continues to grow until late fall.

100 lbs.  
Canada No. 1 \$18.50  
Dakota Grown \$19.50

### TIMOTHY & ALSIKE

A mixture containing 80% Timothy and 20% Alsike Clover. This makes an excellent pasture and good quality hay. Especially adapted to the Black Hills area.

Top Grade 100 lbs. \$22.50

### TIMOTHY

One of the most universally known grasses especially adapted to cool, moist soils.

Top Grade 100 lbs. \$19.50

### RYE GRASS (Domestic)

A very quick growing annual grass that produces a large amount of nutritious foliage.

Top Grade 100 lbs. \$17.00

### FAIRWAY CRESTED WHEATGRASS

Similar to Standard Crested Wheatgrass Does not grow as tall but is more leafy and finer stemmed.

Top Grade 100 lbs. \$28.50

50 lbs. to 100 lbs. add 2¢ per lb.

**Buy with confidence — Plant with confidence — REGISTERED BRANDS SEEDS**

### WESTERN WHEATGRASS

A native perennial grass that is palatable, high in protein and makes early Spring growth. One of the best for this part of the country.

Top Grade 100 lbs. \$49.50

### STANDARD CRESTED WHEATGRASS

A perennial bunch grass that is hardy and drought resistant. It is very early in spring growth. During hot dry spells it becomes dormant and resumes growth with cooler weather and more favorable moisture conditions.

Top Grade 100 lbs. \$26.50

### INTERMEDIATE WHEATGRASS

This grass is more drought resistant than Brome and somewhat less hardy and drought resistant than Crested. The plants begin in early spring and grow from 3 to 4 feet tall. Relished by all classes of livestock.

Top Grade 100 lbs. \$49.50

### SLENDER WHEATGRASS

An early maturing, leafy, rapid developing grass. A perennial that is well adapted for planting in the Dakotas, Montana and Wyoming.

Top Grade 100 lbs. \$26.50

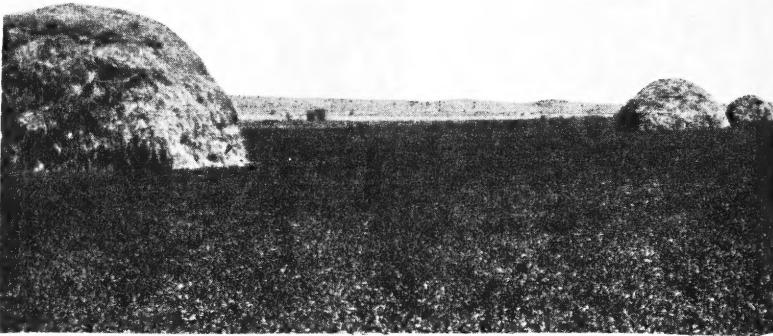
### TALL WHEATGRASS

A new grass for this area. Tall Wheatgrass is very drought resistant and will grow well in almost any kind of soil. Good pasture and hay.

Top Grade 100 lbs. \$29.50

Less than 50 lbs. add 5¢ per lb.

# REGISTERED BRANDS ALFALFA



**NOTICE** — Prices include bags and are subject to market changes.

All seeds are tested and tagged in compliance with State Seed laws.

## DAKOTA NO. 12

This is alfalfa from long established stands which has proven to be superior, and which has survived the extremes in climate during the past 30 years or more.

100 lbs.

Dak. 12 (97% Pure)	\$29.50
Dak. 12 (98% Pure)	\$32.50
Dak. 12 (99.25% Pure)	\$33.50

## GRIMM

This variety is one of the earliest and best known of the pedigreed varieties. It has proven its ability to withstand drought and winter-killing.

100 lbs.

Dakota Grown (99.25% Pure)	\$33.50
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## COSSACK

This is a very vigorous growing variety, that is second only to Ladak in hay production. Cossack produces a fine stemmed hay and is particularly well adapted to those areas in S. Dak. where two or three cuttings of hay are obtained. The most popular alfalfa in western S. Dak.

100 lbs.

Dakota Grown (98% Pure)	\$33.50
Dakota Grown (99.25 Pure)	\$34.50
Certified Blue Tag	\$36.50

## NOTICE

The 1954 Agricultural Conservation Program for Pennington County calls for payments for the establishment on cropland of perennial grasses and legumes.

(a) Seeding Alfalfa	\$1.25 per acre
(b) Seeding Approved Mixtures-	\$1.50 per acre

See your county committee for full details

## RANGER

Ranger is a new variety developed by the U. S. Dept. of Agriculture by combining several superior strains. It is wilt resistant, winter hardy and adapted to our western climatic conditions. Our Registered Ranger is from foundation stock grown in S. Dak. Plant Registered Ranger for seed production as you can certify the seed produced from this seed.

100 lbs
Ranger (99.25% Pure)
Certified Blue Tag
Registered Blue Tag
(From Foundation Stock)

## LADAK

The parent material of this variety was introduced in 1910 from Northern India where it had developed for many generations under conditions of low winter temperatures and low annual rainfall. Ladak ranks first in hay yield and first in cold and drought resistance, and is resistant to bacterial wilt.

100 lbs.
Dakota Grown (99.25% Pure)

\$34.50
---------

## NOMAD ALFALFA

Here is a new type of alfalfa that really grows in the range country. Unlike ordinary alfalfa, this creeper crowns and spreads underground - persists under severe climatic and grazing conditions. Planted with an adapted grass it takes only 1 to 2 pounds per acre - alone, 5 pounds per acre.

1 lb. \$ .75

10 lbs. at \$.70	25 lbs. at \$.65
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**IMPORTANT** — All legumes must be inoculated with NITRAGIN to qualify for Agricultural Conservation Payments. Be sure to include NITRAGIN INOCULANT with all Alfalfa and Clover orders.

1 bu. size (Inoculates 60 lbs.) \$.55

2 bu. size (Inoculates 120 lbs.) \$.95

Garden size (Inoculates 8 lbs.) \$.15

Buy with confidence - Plant with confidence - REGISTERED BRANDS SEEDS

# R. B. CLOVER SEED CORN

## YELLOW BLOSSOM SWEET CLOVER

A biennial that is not as tall as the White but is about two weeks earlier. It is very drought resistant and desirable for hay, pasture and forage.

98% Pure 100 lbs. \$16.00  
99.25% Pure 100 lbs. \$17.00

## WHITE BLOSSOM SWEET CLOVER

This is the standard Sweet Clover of the country. It is a biennial, grows from 4 to 6 feet tall, vigorous grower, extremely hardy and produces abundant hay and pasture.

99.25 Pure 100 lbs. \$17.00

## ALSIKE CLOVER

This is a valuable forage crop sown alone or with timothy. Excellent at high altitudes.

Top Grade 100 lbs. 29.50

## MEDIUM RED CLOVER

Makes a good hay and pasture. Adapted for planting with numerous grasses for either hay or pasture.

Top Grade 100 lbs. 44.50

## FLAX

### SHEYENNE FLAX

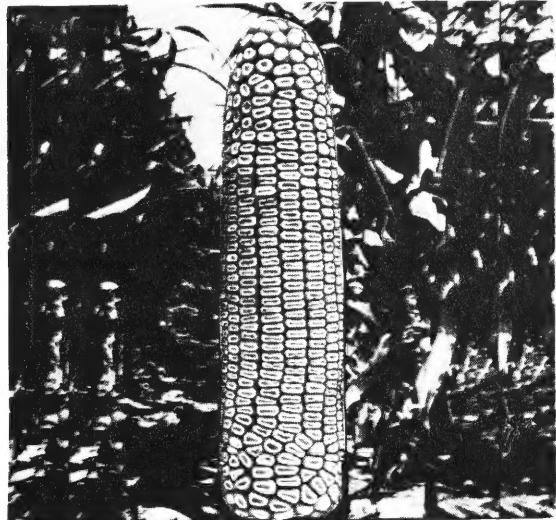
Early maturing, wilt and rust resistant. It produces high quality oil and is adapted for areas where early maturing is essential.

per bu. \$5.50

### CERTIFIED MAURINE FLAX

A new heavy producing flax, disease resistant, very early, adapted for this area.

Per bu. \$6.75



## OPEN POLLINATED CORN

SIB-BRED No. 1 - Similar in maturity to Minnesota 13. This is not a hybrid. "Sib-Bred" gives you the strong stalk, root system and disease resistance of good hybrids and a yield of grain and forage much better than that of open pollinated varieties. Flats Per bu. \$7.45

Sib-Bred - Falconer type Per Bu. 7.45

MINNESOTA 13 - A proven variety for western South Dakota. 85 to 90 days maturity  
Per bu. \$3.50 5 bu. or more @ \$3.25

BLACK HILLS SPECIAL YELLOW DENT - A somewhat larger corn than Minnesota 13. Heavy yielder.  
Per bu. \$3.50 5 bu. or more @ \$3.25

PAYNE'S WHITE DENT - An early variety especially adapted for western South Dakota. 80 days. Per bu. \$3.50 5 bu. or more @ \$3.25

NORTHWESTERN DENT - Early, red-yellow variety. An old favorite for this area. Per bu. \$3.75 5 bu. or more \$3.50. per bu.

FALCONER DENT - Early semi-dent. Hardy, drought resistant, and leafy.  
Per bu. \$3.75 5 bu. or more @ \$3.50

RAINBOW FLINT - Good silage and fodder corn. 85 to 90 days maturity.  
Per bu. \$3.75 5 bu. or more @ \$3.50

WHITE FLOUR CORN - Earliest of flour corns. Good feeding off variety. 75 days maturity.  
Per bu. \$5.00 5 bu. or more @ \$4.75

GEHU FLINT - High feeding qualities. Drought resistant. 75 days maturity.  
Per bu. \$4.75 5 bu. or more @ \$4.50

BLUE SQUAW - Leafy and a good yielder. 85 days. Per bu. \$4.75 5 bu. or more @ \$4.50

SQUAW CORN - Hardy, early, and a heavy yielder. Per bu. \$4.75 5 bu. or more @ \$4.50

# HYBRID SEED CORN



## REGISTERED BRANDS HYBRIDS



REGISTERED BRANDS HYBRIDS ARE ESPECIALLY ADAPTED TO THIS CLIMATE AND SOIL - THEY ARE GROWN IN THE NORTHERN AREA FOR NORTHERN SOIL AND WEATHER CONDITIONS.

**RB-90** - The high yield of this hybrid is its outstanding characteristic. Excellent standability, easily husked. 90 days. Flats per bu. \$11.90 5 bu. or more @ \$11.40

**RB-85** - Excellent stalks - big, mature ears-high quality grain. Rates high in germinating qualities in cold, wet soil. 85 days. Flats per bu. \$11.90 5 bu. or more @ \$11.40

**RB-80** - One of the earliest hybrids developed. Full dent corn and excellent quality grain. It will please any 'corn man'. 80 days. Flats per bu. \$11.90 5 bu. or more @ \$11.40

**REGISTERED BRANDS GRAIN BLEND** - Grain Blend is particularly adapted to short season areas. Ideal for pasturing, bundle feeding, very early silage, and grain corn. Flats per bu. \$7.50 Rounds per bu. \$6.50

**REGISTERED BRANDS "HY-SILO"** Silo and fodder blends. Fast starting, leafy hybrid strains of slightly varying maturities go into this selected blend. Flats per bu. \$7.50

**RB SWEET BLEND** - Particularly desirable as cattle forage feed because of high sugar content and increased animal nutritional value. Try it. 90 days maturity. Flats per bu. \$9.50

### KINGSCROST HYBRIDS

**KINGSCROST KF-1** - 80 days maturity. A semi-dent. Flats per bu. \$12.65 5 bu. or more @ \$12.15

**KINGSCROST KE-3** - 80 days maturity. Flats per bu. \$12.65 - 5 bu. or more \$12.15

### KINGSCROST WHEATLAND BLEND

A blend of extra early maturing hybrids. This is an outstanding blend of round kernels for this section of the country. \$8.00 per bu.

**WISC. 341-A** - This excellent hybrid has become a favorite for corn growers in this area. A heavy producer that will please any corn man. 95 day maturity. \$9.50 per bu. 5 bu. or more @ \$9.25

**WISC. 279** - This early variety promises to become an early favorite. Somewhat earlier than 341-A but will produce lots of corn every year. 86 to 90 days maturity. \$9.50 per bu. - 5 bu. or more @ \$9.25

**WISC. 335** - This red-yellow hybrid combines the durability and high yield of Northwest Dent with Early Yellow Dent inbred. The ears are better than average length - a good yielder. 85 to 90 day maturity. \$9.50 per bu. - 5 bu. or more @ \$9.25

### JACQUES HYBRIDS

**JACQUES 802** - A strain that has been especially developed for the northernmost areas of corn production where a truly early dent-type is desired. Easy to harvest by hand or machine. 80 days. Flats per bu. \$11.90

**JACQUES 853 J** - This early 85 day hybrid affords many of the desirable characteristics usually found only in considerably later corns. Stalk is sturdy and ears are thick and well filled with deep kernels on a medium sized cob. An easy husker. Flats per bu. \$11.90

**JACQUES 901 JA** - The dark green sturdy plants of this hybrid stand 7 feet tall. It has good cold tolerance and the high yield and improved husking qualities indicate that it will become popular as an early grain variety. 90 days. Flats per bu. \$11.90

**JACQUES "KOW SALAD"** - The perfect silo corn. Top-performing Jacques Hybrids of varying maturities are carefully blended in "Kow Salad" to give you a crop that will remain in prime condition for ensiling for a long time in the fall. Flats per bu. \$9.50

**JACQUES WEATHER PRUF** - is a blend of the best grain corn for our maturity zones. The blend is made for some variation in stage of growth to insure better pollination. Just the corn for this area. 88 to 90 day maturity. Choice flats per bu. \$11.90

**NOTICE** - Prices include bags and are subject to market changes.

# REGISTERED BRANDS MILLET, SUDANS and FORAGE

## FORAGE

### RANCHER SORGHUM

This safe, drought resistant sorghum has a sweet, leafy stalk and is an excellent producer of forage.

100 lbs. \$8.50

### HONEY DRIP

Large, leafy, sweet variety; produces good forage.

100 lbs. \$8.50

### SUMAC CANE

This cane is very leafy, and sweet and has high feed value. A good forage crop.

100 lbs. \$8.50

### BLACK AMBER CANE

Matures in 80 to 100 days. Will stand hot, dry weather.

100 lbs. \$8.50

### KANSAS ORANGE CANE

Sweet, leafy cane that matures in 90 to 100 days.

100 lbs. \$8.50

### DWARF ESSEX RAPE

A biennial variety. It is generally ready to be grazed 10 to 12 weeks after seeding.

100 lbs. \$19.50

## MILLETS

### EARLY FORTUNE (Red Proso)

A very early grain millet that matures in 60 to 70 days.

100 lbs. \$5.00

### YELLOW PROSO

A hardy and disease resistant strain.

100 lbs. \$6.50

### GERMAN MILLET

Has long heads, stems are small, lucious, and highly palatable. This is a variety very valuable for hay and forage.

100 lbs. \$8.50

### SIBERIAN

A hardy, drought resistant variety that matures in 65 to 70 days. The forage is quite palatable, and the seed has a high feeding value.

100 lbs. \$5.50



## SORGHUMS

### CERTIFIED (39-30-S)

#### LOW ACID

Very early, leafy, uniform, 60 inches tall, juicy, sweet and a good yielder of both grain and forage.

100 lbs. \$10.50

### ELLIS SORGO

A cross between Atlas and Early Sumac, Semi-sweet stalk, Seeds white, palatable. About ten days earlier than Atlas. Grows 60 to 70 inches tall.

100 lbs. \$9.50

### NORGHUM

An extra early, high yielding, drought resistant, variety of grain sorghum. It is a combine type which grows from 36 to 46 inches tall.

100 lbs. \$6.00

### CERTIFIED RELIANCE SORGHUM

A new grain sorghum for South Dakota. Stands longer after killing frost and has a wider range in planting time. It is larger seeded and has a sturdier stalk.

Certified Blue Tag - 100 lbs. \$14.50

## SUDAN GRASSES

### SWEET SUDAN GRASS

A newer variety that has a high sugar content. It is leafier, higher yielding, more disease resistant, and more vigorous in growth than common sudan.

100 lbs. \$10.50

### SUDAN GRASS

An excellent forage crop grown for both hay and pasture. Will produce several cuttings.

100 lbs. \$8.50

### PIPER SUDAN

A new variety of Sudan Grass that will produce more foliage. Low in acid. Ideal for pasture.

100 lbs. \$16.50

# INSECTICIDES AND POISONS

## MR. FARMER.

### FOR A GRAIN FUMIGANT

USE MAX-KILL WEEVIL KILLER

It is important to be able to  
recognize these insects



GRANARY  
WEEVIL



FLAT GRAIN BEETLE



Major dangers are minor when MAX-KILL WEEVIL KILLER GRAIN FUMIGANT is applied as recommended. The recommended dosage for MAX-KILL WEEVIL KILLER GRAIN FUMIGANT is as follows:

		SMALL GRAINS		
		Gallons Per 1,000 Bushels		
		Wheat	Grain Sorghums	Corn
Elevator	Wooden Cribbed Bins	3	6	6
Storage	Steel and Concrete Bins	2	4	4
Farm	Wooden Bins	3 to 4	8	6
Storage	Steel Bins	2	6	4

**MAX-KILL WEEVIL KILLER**

1 gal. can \$3.60	5 gal. can \$17.25
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### LINDANE

A wettable powder that has many uses - controls flies and mosquitoes in dairy barns and other farm buildings; lice, mange and ticks on livestock; insects on garden plants and trees.

1 pound \$2.50

### COLORADO .44 KILZIT

Contains 2% Chlordane in a refined oil base, fortified with a quick knockdown agent. Excellent for indoor insect control.

\$ .69 per pint



### PURINA HOME FLY SPRAY

Kills any household insect pests such as flies, gnats, mosquitoes, bedbugs, etc.  
Pint \$.45 Quart \$.80

### INSECTICIDE BOMB

For killing household insect pests.  
12 oz. \$.99

### CERESAN M

CERESAN M - Controls smut and other seed-borne diseases on wheat, oats, barley, flax and sorghum.

1 lb. treats 32 bu.  
14 oz. \$1.25 3 lbs. \$3.55  
40 lbs. \$35.80



ARASAN - Reduces seed decay, root rot and other disease organisms in corn, sorghums, grasses and legumes.

¾ oz. \$.25 8 oz. \$1.00 2 lbs. \$3.20

SEMESAN BEL - For treating Irish and Sweet Potatoes to reduce seed rotting, surface seedborne Rhyoconia and scab.

2 oz. pkg. \$.50 1 lb. can \$2.30

### TRI-KILL

2% Clordane in oil base. Kills flies, mosquitos, ants, roaches, spiders.

1 pt. \$.59 1 qt. \$1.09

### PENTADINE CONCENTRATE

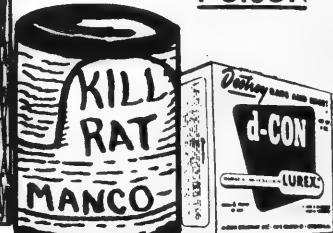
One spraying of Pentadine a year in your poultry house will keep it free from mites. Pentadine is also a wood preservative for control of decay and termite infestation of lumber, posts, etc. Affords effective protection against mildew, borers, blue stain, mold, Lyctus beetles. Dilute 1 to 10.

1 gallon \$3.95 5 gal. can \$19.00



### RAT AND MOUSE

### POISON



Contains Warfarin & Lurex (rat attractant). Rodents die gradually from internal hemorrhages generally within 3 to 6 days after first feeding, thus eliminating bait shyness.

8 oz. Manco Kill Mouse	\$ .69
1½ lb. Manco Kill Rat	\$1.35
1 lb. D-Con Ready Mix	\$1.69
8 oz. D-Con Concentrate	\$2.98

### CYCLONE SEED SOWER

Distributes accurately all smooth grass seed and grains; pellet and granular fertilizer.

Each \$4.25





Prices Subject To Change Without Notice.

## **EMULSIFIABLE CHLORDANE CONCENTRATE**

Controls agricultural insects. Can be diluted with either water or oil. Contains 4 full pounds of Chlordane in each gallon. Easy to use in high or low volume application with airplane, ground or hand equipment.

8 oz.	.98
Pint	1.50
Quart	2.50
Gallon	6.75
5 Gallon Drum	@ 6.45 gal.
30 Gallon Drum	@ 6.20 gal.

## **ALDRIN**

(Contains 2 lbs. Aldrin per gallon) A liquid concentrate recommended for alfalfa weevil control. Keeps killing for a week.

1 gallon	\$6.50 gal.
5 gallon drum	@ \$6.30 gal.
30 gallon drum	@ \$6.20 gal.

## **TOXAPHENE**

(Contains 6 lbs. Toxaphene per gallon) Effective as an insecticide for grasshoppers, lygus bug, and many other insects.

1 gallon	\$5.40 gal.
5 gallon drum	@ \$5.20 gal.
30 gallon drum	@ \$5.10 gal.



Alfalfa Weevil

Lygus Bug

## **DIELDRIN**

Contains 1.5 lbs. Dieldrin per gallon. Highly recommended for early spring spraying of alfalfa fields to kill alfalfa weevil in adult stage.

1 gallon	\$7.20
5 gallon can	\$6.75 gal.
30 gallon drum	\$6.55 gal.

## **CHLOROBENZILATE**

### **25% EMULSION CONCENTRATE**

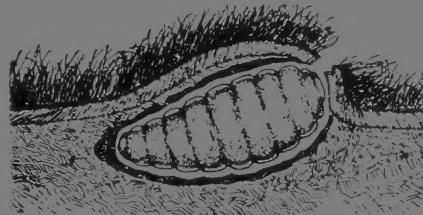
A Miticide for the control of Clover Mites, Red Spiders, etc. Use 1½ pints concentrate per 100 gallons of water. This is put up in gallons only, if you need less than a gallon, please bring your own container.

One pint \$2.25      One gal. \$13.50

## **BENZENE HEXACHLORIDE**

A wettable powder, containing 12% Gamma Isomer. Its powerful killing agent gets both lice and nits. A 4 lb. pkg. makes 200 gal. of spray and may be used in dairy barns and milk rooms in accordance with U. S. Department of Agriculture recommendations.

Liquid BHC - 1 gal. \$4.45    4 lb. bag \$1.80



## **ROtenone GRUB DUST**

A non-fibrous wettable rotenone concentrate powder containing 5% rotenone and other cube resins. It comes in powder form ready to mix with water for spraying grubs, lice and sheep ticks.

7½ lb. bag \$3.90



## **DDT FLY SPRAY**

A Purina product for Farm Buildings and Stock Cattle.

1 lb. canister .80  
4 lb. Bag \$2.45

## **50% WETTABLE DDT**

Is in powder form readily soluble in water for spraying or as a dip. It is good for killing flies and many other insects.

4 lb. Bag \$1.45  
50 lb. Bag \$16.20

## **25% EMULSIFIABLE DDT**

A residual surface spray for walls in barns, etc. Kills flies, mosquitoes, roaches and many other insects. Dilute with water or oil. One gallon sprays 100 square feet.

1 gallon 2.90  
5 gallons \$12.25

## **METHOXYCHLOR**

A 50% wettable powder or a 25% liquid emulsion for the control of flies on dairy cattle and in dairy barns.

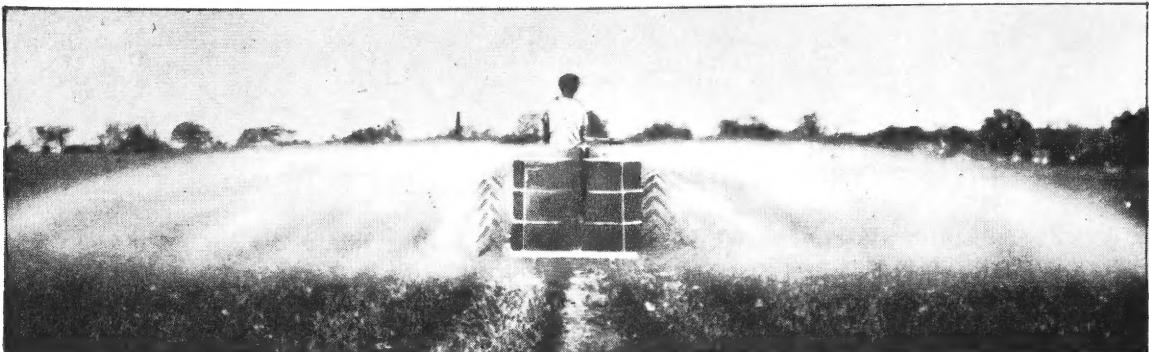
1 lb. can \$1.15    4 lb. pkg. \$3.22  
1 gal. jug \$4.60    5 gal. can \$20.50

FIELDS

LIVESTOCK

# SPRAYERS

ROADSIDES &amp; FENCE ROWS



## BRODJET FARM AND ROADSIDE SPRAYER

HANSON BJT Boom AP 400 lb. Pressure Pump — equipped with Handi-Jet for Cattle Spraying.	Complete . . . . .	\$ 167.50
HANSON BJT Boom GM 160 lb. Pressure Gear Pump — equipped with Cattle Spraying Unit.	Complete . . . . .	\$ 137.75
HANSON PS Boom GM or MP - 160 lbs. Pressure Pump - easy to assemble and gives you a low cost sprayer . . . . .		\$ 107.00
HANSON UTILITY BARREL CARRIER - easily mounted, will fit any tractor . . . . .		\$ 27.50

## HAND SPRAYERS, PRESSURE SPRAYERS AND DUSTERS

5 oz. Sprayer	\$ .29
½ pt. Sprayer	.47
1 pt. Sprayer	.69
1 qt. Sprayer	.89
2 qt. Sprayer	1.59
1 ¾ gal. Pressure Sprayer	9.90
3 gal. Pressure Sprayer	11.20

## PAMPCO TROMBONE SR SPRAYER

Ideal for all-around spraying. Adjusts to any spray, fine, medium or coarse. Develops 150 lbs. pressure. Throws a 25 to 30 foot stream. An 18 inch curved extension gives extra range and easy spraying in any direction.

Price \$ 6.95

## WEED KILLERS

WEEDONE LV4 - emulsifiable butoxy ethanol (low volatile) ester formulation of 2,4-D. Contains 4-pounds 2,4-D acid equivalent per gallon. You use less because there's more kill to the ounce.  
1 gal. \$6.46    5 gal. @ \$6.25 gal.  
30 gal. @ \$6.02 gal.

WEEDONE BRUSHKILLER 64 - butoxy ethanol (low volatile) ester formulation containing 1 1/3-pounds 2,4,5-T plus 2 2/3-pounds, 2,4-D acids equivalent per gallon. Kills those hard to kill woody plants.  
1 gallon \$9.31    5 gal. @ \$9.09 gal.

WEEDONE BRUSHKILLER 32 - Half strength of Brushkiller 64.

1 quart \$3.75

WEEDAR MCP - alkanolamine salt formulation of 2-methyl-4-chlorophenoxyacetic acid. Contains 2-pounds MCP acid equivalent per gallon. For killing weeds in alfalfa and flax. 1 gallon \$7.35  
5 gal. @ \$7.10 gal.

ACP GRASS KILLER (TCA 90%) - contains 90% sodium trichloroacetate. Kills all vegetation and leaves the ground dormant for a period of 90 days.

10 pounds \$5.40

WEEDONE CONCENTRATE 48 - emulsifiable ethyl ester formulation of 2,4-D. Contains 3-pounds 2,4-D acid equivalent per gallon. Can be mixed in common petroleum solvents. Sticks rain or shine.  
1 gal. \$4.70    5 gal. @ \$4.45 gal.  
30 gal. @ \$4.25 gal.

WEEDAR 64 - amine salt formulation of 2,4-D. Contains 4-pounds 2,4-D acid equivalent per gallon. Particularly useful for treating weeds in crops.  
1 gallon \$4.90  
5 gal. @ \$4.70 gal. 30 gal. @ \$4.48 gal.

McMAHON COMPANY, INC., Rapid City, South Dakota

# CHICKS and SANITATION SUPPLIES



The chicks we offer you are embryo-fed chicks of the highest quality. They are bred:

1. For Greater livability
2. From disease inspected flocks
3. For higher egg production

**EARLY CHICKS MAKE MORE MONEY!**  
Chicks purchased now will begin to lay in the early fall when egg prices are at their peak. Order your chicks early!

## 1954 PRICES ON DAY OLD CHICKS

BREEDS	Straight Run Per 100
White Rocks	\$16.00
New Hampshires	\$16.00
White Wyandottes	\$16.00
White Leghorns	\$16.50
Austra Whites	\$16.50
Hamp - Whites	\$16.50
Delaware - Hamps	\$16.50

**TERMS:** \$2.00 per 100 chicks when ordered-balance upon arrival. Add one cent per chick on orders of less than 100. Prices on sexed chicks will be furnished upon request. Special Broiler or Fryer Breeds. We guarantee 100% live delivery. Prices are subject to change without notice.

**Use PURINA  
CHEK-R-TABS  
for Safe Water**

50 Tablet size -.50    150 Tablet size -1.00  
600 Tablet size -3.00

## FEEDERS & FOUNTS

Chowder Hopper and Guard (hanging feeder)	
25 lb. capacity \$3.90 12 lb. capacity \$2.50	
48 inch All Metal Growing Feeder	\$3.25
36 inch All Metal Growing Feeder	\$1.60
24 inch All Metal Chick Feeder	.40
Metal Water Founts - 2 gallon size	\$2.30
3 gallon size - \$3.60 5 gallon size	\$4.95
Chick Fount Base - glass & metal	.16
Electric Automatic Water Warmers	\$5.85
Brooder Thermometers	.50
250 Watt Heat Bulb & 10 inch Reflector	\$3.10
4 light Thermostat Control Brooder	\$9.65
1 light Brooder with Guard	\$3.00

## PURINA DISINFECTANT

Use Disinfectant to keep feeders and founts sweet and clean and for general use for all sanitation needs.  
Pint \$.75 Gal. \$4.85



## PEAT LITTER

One Large Bale Covers Approximately 300 Sq. Ft. One Inch Deep.	
Large Bale	\$4.90
Handy Bale	\$3.60
Also available in 3 bu. size.	



## CHEK-R-TON

Poultry Wormer	
3 lb. Chek-R-Ton Powder	\$1.45
50 lb. Chek-R-Ton Granules	\$4.05
50 lb. Chek-R-Aid	\$4.20
For Air-Sac Disease and Colds	

## INSECT OIL & CONCENTRATE

Excellent Mite Killer. Also wood preserver.  
1 gallon \$2.50



## POULTRY LICE POWDER

1 lb. .45

## POULTRY INSECTICIDE

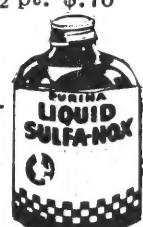
A combination control that will eliminate MITES and LICE.  
Qt. \$1.50

½ pt. \$.70

## SULFA-NOX - LIQUID

Purina Sulfa-Nox is a new "Wonder-Drug" product that will stop either Coccidiosis or Fowl Cholera, when used properly.

½ Pint \$.55



It's GOOD QUALITY — not cheap quantity — THAT PAYS!



J. R. McMAHON

SINCE 1896

the McMahon Company has been selling to and buying from farmers and ranchers. As the country grew so did our company - meeting the needs of the customers throughout the years by carrying out the policy of bringing them the finest first in Seeds, Feeds and Agricultural Chemicals. This past year we have completed a new Elevator in Sturgis, S. D. so that we can better serve our customers in that area. The latest cleaning and treating equipment is installed in our new plant to assure you of the best possible job on your seed. We will continue to do our best to serve you well.



Here is our new Elevator at Sturgis, South Dakota  
Modern cleaning and treating equipment is installed and ready to process your seed for  
spring planting.

RETURN POSTAGE GUARANTEED

McMAHON COMPANY, INC.

Rapid City, S. D. and Sturgis, S. D.

Sec. 34.66 P. L. & R.  
U. S. Postage  
**PAID**  
Rapid City, S. D.  
Permit No. 5

BOXHOLDER

Rural Route